

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan *store atmosphere* terhadap keputusan pembelian pada *coffee shop* TigaLapan Samaran Kota Mojokerto dengan niat pembelian sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori. Populasi penelitian adalah pelanggan *coffee shop* TigaLapan Samaran Kota Mojokerto, dengan sampel sebanyak 97 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian dan niat pembelian. Selain itu, *store atmosphere* berpengaruh positif dan signifikan terhadap keputusan pembelian dan niat pembelian. Selanjutnya, niat pembelian memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Hasil pengujian mediasi menunjukkan bahwa niat pembelian mampu memediasi pengaruh citra merek terhadap keputusan pembelian, serta *store atmosphere* terhadap keputusan pembelian. Temuan ini menunjukkan bahwa peningkatan citra merek dan terciptanya suasana *coffee shop* yang nyaman mampu meningkatkan niat pembelian, yang selanjutnya mendorong terbentuknya keputusan pembelian.

Kata Kunci : citra merek, *store atmosphere*, niat pembelian, keputusan pembelian, *coffee shop*

Abstract

This study aims to analyze the influence of brand image and store atmosphere on purchase decision at TigaLapan Samaran coffee shop, Mojokerto City, with purchase intention as a mediating variable. This study uses a quantitative approach with an explanatory research type. The study population is customers of TigaLapan Samaran coffee shop, Mojokerto City, with a sample of 97 respondents selected using a purposive sampling technique. Data collect through questionnaires and analyze using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method by SmartPLS 4. Application the results of the study indicate that brand image have a positive and significant effect on purchase decision and purchase intentions. In addition, store atmosphere have a positive and significant effect on purchase decision and purchase intentions. Furthermore, purchase intention have a positive and significant effect on purchase decision. The results of the mediation test indicate that purchase intention is able to mediate the influence of brand image on purchase decision, as well as store atmosphere on purchase decision. These findings indicate that improving brand image and creating a comfortable coffee shop atmosphere can increase purchase intention, which in turn encourage the formation of purchase decision.

Keyword : brand image, store atmosphere, purchase intention, purchase decision, coffee shop